

CLAIMS:

1. A packaged product comprising:
 - at least one product arranged to form a structure to be packaged;
 - a channel shaped receptacle for receiving and supporting the structure
- 5 to be packaged;
 - the channel shaped receptacle having a bottom wall on which the structure sits, with two side edges and two end edges defining a width and length of the bottom wall generally matching a width and length of the structure;
 - the channel shaped receptacle having two upstanding side walls each connected along a respective side edge of the bottom wall so as to stand upwardly therefrom to a height to provide protection for sides of the structure;
 - 10 and an over-wrap material covering the channel shaped receptacle and the structure thereon;
 - the channel shaped receptacle comprising:
 - 15 a first substrate sheet having a front surface and a rear surface;
 - a second substrate sheet having a front surface and a rear surface;
 - the rear surface of at least one of the first and second substrate sheets having printed thereon indicia providing a remanent value therefor;
 - 20 the first and second substrate sheets being coextensive, with the rear surface of the first substrate sheet being connected to the rear surface of the second substrate sheet to form a common assembly for forming the channel

shaped receptacle;

either the first substrate sheet alone or both substrate sheets being perforated to define a perforated tear line thereon arranged to define a portion of the first substrate sheet which can be opened relative to the second substrate sheet, by a user tearing through the perforated tear line, to expose the indicia.

5 2. The packaged product according to claim 1 wherein two side portions of the perforated tear line are arranged respectively along the side edges of the bottom wall.

10 3. The packaged product according to claim 2 wherein the two portions of the perforated tear line along the side edges of the bottom wall are arranged such that the channel shaped receptacle can be torn along the side edges of the bottom wall to simultaneously remove the upstanding side walls and separate the first substrate sheet from the second substrate sheet along said two portions of the perforated tear lines.

15 4. The packaged product according to claim 1 wherein the perforated tear line includes at least one transverse perforated portion.

5 5. The packaged product according to claim 4 wherein the transverse perforated portion of the perforated tear line is arranged such that an end piece of the channel shaped receptacle can be torn away to separate the first 20 substrate sheet from the second substrate sheet along said transverse perforated portion.

6. The packaged product according to claim 1 wherein the

perforated tear line extends only part way around the periphery of the portion of the first substrate sheet leaving a part of the periphery of the portion of the first substrate sheet which is free from the tear line, at which the portion of the first substrate sheet remains attached to the second substrate sheet.

5 7. The packaged product according to claim 6 wherein the indicia comprise related indicia printed on both the rear surfaces of the first and second substrate sheets.

8. The packaged product according to claim 6 wherein the indicia comprise game indicia covered by a scratch-off layer where the indicia printed on
10 both the rear surfaces of the first and second substrate sheets relate to a common game.

9. The packaged product according to claim 1 wherein promotional graphics are printed on said front surface of one or both of the first and second substrate sheets.

15 10. The packaged product according to claim 1 wherein game information is printed on said front surface of one or both of the first and second substrate sheets.

11. The packaged product according to claim 1 wherein the indicia printed on the rear surface comprises game indicia printed by variable image printing, some or all of the game indicia being covered by a layer of scratch-off material removable by a player.
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12. The packaged product according to claim 1 wherein the indicia

- comprises first game indicia printed by variable image printing onto said rear surface of said first substrate sheet, some or all of the first game indicia being covered by a layer of scratch-off material removable by a player; and second game indicia printed by variable image printing onto said rear surface of said second substrate sheet,
- 5 some or all of the second lottery game indicia being covered by a layer of scratch-off material removable by the player.

13. The packaged product according to claim 1 wherein the perforation tear line is arranged to separate the first and second substrate sheets each from the other to form two separate sheet portions.

10 14. The packaged product according to claim 13 wherein the perforation tear line is arranged to form two sheet portions of identical size by tearing off side and end pieces.

15 15. The packaged product according to claim 14 wherein the two sheet portions of identical size have collectible data of remanent value printed on at least the rear surface thereof.

16. A packaging material for forming a channel shaped receptacle for receiving and supporting a structure to be packaged by an over-wrap material covering the channel shaped receptacle and the structure thereon, where the channel shaped receptacle has a bottom wall on which the structure sits, with two side edges and two end edges defining a width and length of the bottom wall generally matching a width and length of the structure and two upstanding side walls each connected along a respective side edge of the bottom wall so as to stand

upwardly therefrom to a height to provide protection for sides of the structure;

the packaging material comprising:

a first substrate sheet having a front surface and a rear surface;

a second substrate sheet having a front surface and a rear

5 surface;

the first and second substrate sheets being coextensive, with
the rear surface of the first substrate sheet being connected to the rear surface of
the second substrate sheet to form a common assembly for forming the channel
shaped receptacle;

10 the first and second substrate sheets defining a center portion
and two side strip portions where the center portion has a width arranged to form the
bottom wall and the two side strip portions each have a width arranged to form a
respective one of the upstanding side walls;

15 the rear surfaces of the first and second substrate sheets being
connected by adhesive within the side strip portions leaving the center portions
unconnected;

the rear surface the center portion of at least one of the first and
second substrate sheets having printed thereon indicia providing a remanent value
therefor.

20 17. The packaging material according to claim 16 wherein the
substrate sheets are formed in a continuous strip defining a continuous row of
individual packaging elements each arranged to form an individual channel shaped

receptacle having a length matching that of the structure to be packaged, wherein each individual packaging element is separated from the next by a transverse strip of adhesive which connects the first substrate sheet to the second substrate sheet.

18. The packaging material according to claim 16 wherein either the
5 first substrate sheet alone is or both substrate sheets are perforated to define a transverse perforated tear line thereon arranged to define a portion of the first substrate sheet which can be opened relative to the second substrate sheet, by a user tearing through the perforated tear line, to expose the indicia.

19. The packaging material according to claim 18 wherein the
10 transverse perforated tear line is arranged such that an end piece of the channel shaped receptacle can be torn away to separate the first substrate sheet from the second substrate sheet along said transverse perforated tear line.

20. The packaging material according to claim 16 wherein either the
first substrate sheet alone is or both substrate sheets are perforated to define two
15 perforated tear lines each of which is arranged along a line joining the center portion to the respective side strip portion.

21. The packaging material according to claim 20 wherein the two
perforated tear lines are arranged such that the channel shaped receptacle can be
torn along the side edges of the bottom wall to simultaneously remove the
20 upstanding side walls and separate the first substrate sheet from the second
substrate sheet along said two perforated tear lines.

22. The packaging material according to claim 18 wherein the

perforated tear line extends only part way around the periphery of the center portion of the first substrate sheet leaving a part of the periphery of the center portion of the first substrate sheet which is free from the tear line, at which the center portion of the first substrate sheet remains attached to the second substrate sheet.

5 23. The packaging material according to claim 22 wherein the indicia comprise related indicia printed on both the rear surfaces of the center portion of the first and second substrate sheets.

10 24. The packaging material according to claim 23 wherein the indicia comprise game indicia covered by a scratch-off layer where the indicia printed on both the rear surfaces of the first and second substrate sheets relate to a common game.

25. The packaging material according to claim 16 wherein promotional graphics are printed on said front surface of one or both of the first and second substrate sheets.

15 26. The packaging material according to claim 16 wherein game information is printed on said front surface of one or both of the first and second substrate sheets.

20 27. The packaging material according to claim 16 wherein the indicia printed on the rear surface of the center portion comprises game indicia printed by variable image printing, some or all of the game indicia being covered by a layer of scratch-off material removable by a player.

28. The packaging material according to claim 16 wherein the

indicia comprises first game indicia printed by variable image printing onto said rear surface of said first substrate sheet, some or all of the first game indicia being covered by a layer of scratch-off material removable by a player; and second game indicia printed by variable image printing onto said rear surface of said second substrate sheet, some or all of the second lottery game indicia being covered by a layer of scratch-off material removable by the player.

29. The packaging material according to claim 16 wherein the center portion of each of the first and second substrate sheets is arranged to be separated each from the other to form two separate sheet portions of identical size
10 wherein the two sheet portions of identical size have collectible data of remanent value printed on at least the rear surface thereof.